



**For Release**  
May 4, 2006

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## **Media Advisory**

The inability to READ is linked to **poverty**, dependence on **welfare**, **unemployment**, and **crime**.

**Problem:** Twenty-Eight percent (28%) of fourth graders in the state of Virginia scored below the national average for basic reading level.

**Solution:** Get age appropriate books into the hands that need them most.....at-risk youth. During **National Reading is Fun Week**, The Heart of America Foundation® will partner with Capital One and distribute more than 200,000 books and read with thousands of children to role model that reading is fun and leads to a bright future.

### **Visuals:**

- ✓ 500 students receiving 3-4 brand new books – for family libraries
- ✓ Reading circles lead by local VIP's and Capital One volunteers
- ✓ Comedic performance by Rob Torres to teach children to read, succeed and make a difference

**When:** Friday, May 12, 2006

**Time:** 9:30 am

**Where:** Pine Spring Elementary School  
7607 Willow Lane  
Falls Church, VA 22042

### **Segment ideas to share with viewers:**

- ✓ Find out why Capital One has donated more than 500,000 books with an estimated value of \$2,567,210.00 – why should other corporations be concerned with the national reading average?
- ✓ Share with viewers ideas on how to teach their children that “Reading is Fun”
- ✓ Share with viewers the top 10 steps to pick age appropriate books for children

The Heart of America Foundation®  
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**Available for interview:**

- Angie Halamandaris, President of The Heart of America Foundation®
- Eric Schweikert, Managing Vice President of Capital One
- Stephanie Brant, Principal of Pine Spring Elementary School

**Background Information:**

The Heart of America Foundation® is a national, nonsectarian, non-partisan, nonprofit, humanitarian organization. Founded in 1997, The Heart of America Foundation's® mission is to teach the values at the heart of America and to help people, particularly children, learn they help themselves when they help others.

Our programs uniquely combine character education, literacy, and service learning for children. Our goal is to give children everywhere the tools they need to read, succeed and make a difference.

- The Heart of America Foundation® [www.heartofamerica.org](http://www.heartofamerica.org)
- Capital One [www.capitalone.com](http://www.capitalone.com)

Capital One Financial Corporation, headquartered in McLean, Virginia, is a Fortune 500 company, with more than 315 full service bank branches in Texas and Louisiana. Its principal subsidiaries, Capital One Bank, Capital One, F.S.B., Capital One Auto Finance, Inc., and Hibernia National Bank offer a variety of consumer lending and deposit products in the United States and internationally. We apply the same principles of innovation, collaboration and empowerment in our commitment to our communities across the country that we do in our business. We recognize that helping to build strong and healthy communities – good places to work, good places to do business and good places to raise families – benefits us all and we are proud to support this and other community initiatives.